					e tradición tradición							
	BRA W		AREA TELEFOR						200 ADA 18 . 1			an di mari an visi
No. 14 V 4888	1907 A 1		60000 N ath			In matter, No.	W/A _ I b				PRATIG	
9 50 (SES	-48 8			and the same of the last	666 666 666 66		. ¥ .69 £90 £9	800 N 59 L 697 S	553 VESSF & 63	1 6 608666 <u> </u>	_# = # #	561 9 1655 D 10 16 16 16 16 16 16 16 16 16 16 16 16 16
71/1		MJ										GER

Ideas: The heart of the message, the content of the piece, the main theme, with details that enrich and develop that theme.	Organization: The internal structure, the thread of central meaning, the logical and sometimes intriguing pattern of ideas.	Voice: The heart and soul, magic, wit, feeling, and conviction of the writer coming out.
5 This paper is clear and focused. It holds the reader's attention. Relevant anecdotes and details enrich the central theme. A. The topic is narrow and manageable B. Relevant, telling, quality details go beyond the obvious. C. Reasonably accurate details. D. Writing from knowledge or experience; ideas are fresh and original. E. Reader's questions are anticipated and answered. F. Insight	5 The organizational structure of this paper enhances and showcases the central idea or theme of the paper; includes a satisfying introduction and conclusion. A. An inviting introduction draws the reader in; a satisfying conclusion leaves the reader with a sense of closure and resolution. B. Thoughtful transitions. C. Sequencing is logical and effective. D. Pacing is well controlled. E. The title, if desired, is original. F. Flows so smoothly, the reader hardly thinks about it.	5 The writer of this paper speaks directly to the reader in a manner that is individual, compelling, engaging, and has personality. A. The reader feels a strong interaction with the writer. B. The writer takes a risk. C. The tone and voice give flavor and texture to the message and are appropriate for the purpose and audience. D. Narrative writing seems honest, personal. Expository or persuasive writing reflects a strong commitment to this topic.
3 The writer is beginning to define the topic, even though development is still basic or general. A. The topic is fairly broad. B. Support is attempted. C. Ideas are reasonably clear. D. Writer has difficulty going from general observations to specifics. E. The reader is left with questions. F. The writer generally stays on topic.	3 The organizational structure is strong enough to move the reader through the text without to much confusion. A. The paper has a recognizable introduction and conclusion. B. Transitions often work well. C. Sequencing shows some logic, yet structure takes attention away from the content. D. Pacing is fairly well controlled. E. Organization sometimes supports the main point or story line. A title (if desired) is present.	3 The writer seems sincere, but not fully engaged or involved. The result is pleasant or even personable, but not compelling. A. The writing communicates in an earnest, pleasing manner. B. Only one or two moments here or there surprise, delight, or move the reader. C. Writer weighs ideas carefully and discards personal insights in favor of safe generalities. D. Narrative writing seems sincere; expository or persuasive writing lacks consistent engagement. E. Emerges strongly at some places, but is often obscured behind vague generalities.
1 The paper has no clear sense of purpose or central theme. The reader must make inferences based on sketchy or missing details. A. The writer is still in search of a topic. B. Information is limited or unclear or the length is not adequate for development. C. The idea is a simple restatement or a simple answer to the question. D The writer has begun to define the topic. E. Everything seems as important as everything else. F. The text may be repetitious, disconnected, and contains too many random thoughts.	1 The writing lacks a clear sense of direction. A. No real lead. B. Connection between ideas are confusing. C. Sequencing needs work. D. Pacing feels awkward. E. No title is present (if requested). F. Problems with organization make it hard for the reader to get a grip on the main point or story line.	1 The writer seems indifferent, uninvolved, or distanced from the topic and/or the audience. A. Writer speaks in a kind of monotone. B. Writing is humdrum and "risk-free." C. Writing is not concerned with the audience; writer's style is a complete mismatch for the intended reader. D. Writing is lifeless or mechanical. E. No point of view is reflected.
Key Question: Did the writer stay focused and share original and fresh information or perspective about the topic?	Key Question: Does the organizational structure enhance the ideas and makes it easier to understand? Or does it overpower the ideas like too much perfume in a crowded elevator?	Key Question: Would you keep reading this piece if it were longer? MUCH longer?

